

## Massachusetts Branded Program

The Branded Program provides cost-share funding for eligible Massachusetts food and agricultural companies. This program provides up to 50% reimbursement for specific costs relating to the development of your export business and the promotion of your products in international markets.

Some companies in Massachusetts have used the program to exhibit at U.S. based trade shows such as the Fancy Food Shows, the Natural Products Expo Shows, FMI, All Things Organic and the IFT show where international buyers are in attendance.

Other Massachusetts companies have used the Branded Program to exhibit at international trade shows, like SIAL (Shanghai, China) and ANUGA (Cologne, Germany). They used the Branded Program to offset the cost of the booth, literature, travel for two company representatives, and shipping of samples. Some businesses have used the program to coordinate in-store promotions and advertising in international markets.

The Branded Program focuses on development, maintenance and expansion of commercial export markets for agricultural and value-added commodities. The 50% cost reimbursement covers a large array of specific international marketing and promotional activities.

For example, first time exhibitors at specific U.S. based trade shows with international buyers in attendance are eligible to have 50% of specific costs reimbursed including the booth, literature, and display. You can use the program an additional four years. When you get export trade leads, there are many services available to help you respond to the business opportunity.

Activities eligible for 50% reimbursement include:

- Exhibiting fees at domestic and **international trade shows**
- Advertising and public relations
- Trade and consumer product demonstrations
- In-store and food service promotions
- Eligible expenses at overseas trade shows (rental and set-up costs, freight, etc.)
- Product literature and point-of-sale materials
- Package and label redevelopment (if the change is necessary to meet foreign importing requirements)
- Freight costs for samples
- Foreign Trade Seminars

To be eligible, these requirements must be met:

1. Your company needs to be a small; according to Small Business Administration standards the definition for most small companies is less than 500 employees.

2. Your company must have a corporate office, production facility or significant product originating in Massachusetts.
3. Your products must contain at least 50% U.S. agricultural product, not including water and packaging. Your company must be a registered business entity within the United States.
4. Your company must have a branded name or the rights to a branded name.

If you are interested, fill out the [Branded Program Pre-Qualification Worksheet](#) to determine if your business is eligible. When your company is approved, a “User ID” and “Password” will be e-mailed to you. Then you can initiate the online application at [www.brandedprogram.org](http://www.brandedprogram.org). A printed copy of the Branded Program Manual will be mailed to you with detailed information regarding the program details.

If you have interest or questions, please contact [Bonita Oehlke](#) 617-626-1753.